

GOIN' TO THE CIRCUS, BOYS? SURE! AN' DAD'S GOIN' ALONG

Don't You Let Him Bluff You by
Pretending He Doesn't Like
Elephants.

SPRING IS HERE! LAKEVIEW
THE BIG SHOW
Scene—Here, there and everywhere in
Greater New York.
The Boy—Dad, the circus is here.
Dad—Yes.
The Boy—It opens tonight.
Dad—Yes.
The Boy—You betcher. Dad, an'
there's more elephants than ever.
Dad—Yes.
The Boy—Don't you like elephants,
Dad?
Dad—Not much.
The Boy—YOU DON'T!
Dad—Not particularly.
The Boy—Now there are three an'
elephants an' chariot races. Say, Dad,
you're only fakin'. Ain't there Dad?
(Dad looks himself in the paper.)
The Boy—Dad, did you hear me tell
you the circus is here tonight—Har-
num an' Hally's, the biggest show on
Earth. While Hally's an' I seen a lot of
barnes goin' in the garden.
Dad—Sure, son, sure. Seen ain't good
grammar.
The Boy—Say, Dad, how about it?
Dad—How about what?
The Boy—The circus, of course.
Dad—Well, what about it?
The Boy—Dad, you're actin' real
thick. I don't get Willie Hally's goin'
to-night. He's got a quarter to buy pen-
cils an' Hally's, the biggest show on
Earth. While Hally's an' I seen a lot of
barnes goin' in the garden.
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barnes goin' in the garden.
Dad—Sure, son, sure. Seen ain't good
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HAD ASTHMA 18 YEARS

IS A WELL MAN TO-DAY.

The following communication from a reliable
source has been forwarded for publication in
this column. It is the story of a man who has
been afflicted with asthma for eighteen years.
The most fortunate thing about this case
is that the patient finally did find Dr. Acker-
son after a long and unsuccessful search
for relief and cure.
"Dear Doctor, I had been troubled with
asthma and coughs for eighteen years, during
which time I had been under the care of at
least ten different physicians, but none of whom
were able to cure me and relieve my
suffering. I had been very much discouraged and
despondent, which only aggravated my condition.
Finally a friend called my attention to a notice
in a morning paper which spoke quite at length
of the success and numerous cures which were
resulting from your treatment of Lung and Chest
Diseases.
"From the start I was very much interested,
as your Light and Tonic treatment was
most suited to my case. I was, however, at first
somewhat skeptical, but when I saw that it was
entirely new to me. After placing myself in
your hands I began to improve at once, and
after three months' treatment I felt as if I had not
yet for eighteen years—A WELL MAN.
"It is now six years since I was cured by
your treatment, and I have not as yet seen a
day's illness. I mention this for the benefit of
other sufferers who may be suffering from
this terrible affliction, as I was doing
through a miserable existence, as I was doing
before I consulted you.
Dr. Acker-son is a renowned and expert physical
and Lung Specialist of twenty-three years' ex-
perience in New York. Consult him at once and
learn the truth about your lungs. Do not
wait until disease of incurable conditions
develops. Office consultation and examination
are given free of charge.
Office, 20 West 22nd St., New York (between
St. James and St. Marks). Hours—days, 10 to 4;
Sundays, Wednesdays, Friday evenings till 8
o'clock; Saturdays, 11 to 2. If unable to call
send for illustrated booklet, sent free to any
address.

Macy's

MOTORING APPAREL

\$19.74 for Men's English "Burberry" Weather-proof Coats,
tan and gray cotton gabardine, buttoning close to the neck.
\$24.74 for Men's Coats, same as above, lined with wool.
\$19.74 and \$24.74 for Chauffeurs' Suits, made of gray crav-
enette or whipcord. Military or Norfolk models.
\$1.96 for Chauffeurs' Caps, various materials and patterns.
49c to \$1.74 for Men's Cloth Caps, golf or two-snap tourist
models.
89c for Men's Motoring Goggles, collapsible style, fitted with
smoke, amber or plain lenses.
\$1.96 for Men's Motoring Gauntlets, made of black or tan
leather.

YOUNG MEN'S SPRING SUITS

Sizes 31 to 36, Ages 15 to 20 Years
Made of pure wool fabrics, and tailored in a manner
that leaves no opportunity for criticism.
\$9.94 for Young Men's Suits made of blue serge, shadow
stripe blue worsted, fancy chevrons and cassimeres in patterns
of unique design and character.
\$12.75 for Young Men's Suits made of gray mixed chevrons
and fancy cassimeres in exclusive designs.
\$14.75 for Young Men's Suits made of gray striped worsted,
shadow striped blue serges, plain navy serges, chevrons and cas-
simeres, in novel patterns and colorings.
Finer grades in regular stock ranging up to \$22.50.

MEN'S SPRING HATS

The styles in our Hat Department are always up-to-the-
minute. The quality and prices, Macy's.
\$1.88 to \$3.49 for a variety of styles, from the extreme
novelties to the staple shapes, in derbies and soft hats.
Regular Macy values.
\$2.74 and \$3.49 for our "Flexible Derbies," made of selected
fur felt. Best silk trimmings, and imported sweat bands.
\$3.49 for Austrian light-weight Wool Felt Velour Hats, a new
importation. Small, nobby alpine shapes for young men; light
steel and mode colors.
\$1.88 for Imported Belgium Pocket Hats.
\$4.96 and \$5.94 for Silk Hats, in three shapes. Silk or cloth
bands.
\$4.96 and \$5.94 for Opera Hats, covered with finest grade
heavily ribbed silk. (Springs guaranteed not to break).
99c to \$2.49 for Imported Golf and Steamer Caps New Spring
colors and patterns.
49c to \$1.98 for Domestic Golf and Steamer Caps patterns.

**To effect an early clearance we offer the follow-
ing extraordinary inducements:**
\$1.88 for regular \$3.49 Macy value in Alpines and
Telescopes, imported and domestic, all colors; also a few
derbies, mostly black. All good shapes.
86c for our regular \$1.98 Golf and Steamer Caps, very
desirable patterns.
99c for our regular \$1.49 and \$1.88 Derbies.

39c FOR MEN'S 75c SUMMER UNDERWEAR

Athletic Underwear made of fancy madras
and seicettes, trimmed with white, blue and
cream fabrics. The Shirts are well made,
finished with pearl buttons in the popular
sleeveless coat model style. The Drawers
are knee length, with double gussets, plain
seams full cut, finished at sides with fasten-
ing tapes. All fresh, new goods, neatly boxed,
and regularly sold elsewhere at from 50 to
75c; our special price for this sale 39c each.
Better qualities in stock up to \$3.79 Garment.

BOYS' SPRING CLOTHING

**Complete line of Suits, Reefers, Top
Coats, Hats, Caps and Furnishings.**
Special attention is given to details of manufacture.
Sewing is pure silk; canvases are thoroughly shrunk;
all linings and trimmings are the best quality. At the
usual Macy low prices.
\$4.96 to \$14.74 for Knickerbocker Suits, Norfolk,
single and double breasted models. All wool serges, tweeds and
cheviots. Sizes 6 to 18 years.
\$2.97 to \$9.74 for Sailor and Russian Blouse Suits,
of serges, tweeds and worsteds; several new and exclusive models.
Sizes 2½ to 10 years.
Other Suits for boys of all-wool worsteds
and cassimeres, ranging up to \$14.74.
\$2.97 to \$10.74 for Reefers of blue serge, red golf
cloth, tan covert and mixtures. Three quarter length model.
Collar of velvet or self material; either plain or with emblem on
leeve. Sizes 2½ to 10 years.
\$4.96 to \$10.74 for Spring Top Coats of covert
cloth or mixed tweeds. Sizes 10 to 17 years.
\$4.96 to \$9.74 for Boys' Rubberized Coats, war-
ranted water-proof, tan, double texture cloth. Sizes 4 to 15 years.
94c to \$9.74 for Wash Suits, plain white, blue, tan and pink
chambray, linen, repp and galatea. Every new model,
including hand embroidered suits.

Very Special Values
\$4.96 for Suits with Extra Trousers, of all wool chevrons
and cassimeres. At the same price Norfolk or double-breasted
coats with two pairs of knickerbocker trousers; extra well tail-
ored; sizes 6 to 17 years. Same suits sold elsewhere with only
one pair of trousers for \$5.00.
\$4.96 for Spring Top Coats, made of very fine quality fancy
covert cloth; also gray mixed tweeds, fly front, three-quarter
length high-grade tailoring. Exceptional value; sizes 10 to 17
years.
\$4.96 for Sailor and Russian Blouse Suits of blue serge;
in full regulation style, mixed chevrons and worsteds. Some with
two pairs of trousers. Sizes 2½ to 10 years.
\$1.29 to \$4.49 for Boys' Sweater Coat, used instead
of an overcoat; all colors and styles. V-neck or high collar.
Better quality in stock. Refer to \$10.74. Suits up to \$14.74.

OUR \$500,000 STOCK of new
Spring merchandise includes
more of the very finest goods
than ever before in the his-
tory of MACY'S.

Macy's

IMPORTED MODEL SUITS
AND GOWNS and clever
American adaptations, as
well as a wealth of fine Spring
Millinery are shown on the
second floor.

THE NEW AVIATION BAG

An Absolute Novelty That Macy's Is the First
to Show
The "Aviation Bag" looks
like any other fine bag, but
it has one great advantage
possessed by no other bag—
It Is Pickpocketproof.

One handle of the bag
may be lengthened by pulling
it, then it is slipped through
the other handle—and the
bag is locked tight (see illustration).

The harder a stranger tries to pull the cover open,
the harder it locks.

This bag promises to become known as the "Safety-
Subway bag." For it insures safety from pickpockets
and pilferers.

It is well made and finished with fine soft leather lin-
ing, in contrasting colors. Trimmings are gilt and gun-
metal; every bag is fitted with coin purse to match.
The leathers are real seal, plain and fancy calf, morocco
and goat seal; in black, dark blue, purple, green, gray
and tan.

Prices \$4.24, \$4.59, \$4.89, \$5.74, \$7.24 and \$9.89.

WOMEN'S COATS

\$18.74 for Women's Full-Length Tourist Coats; loose back,
double breasted model, made of fine quality imported mixtures;
deep convertible collar and wide revers, regulation coat sleeves,
two roomy patch pockets.
Many other models made of fine mixtures
and suitable for street or general wear at prices
ranging from \$11.74 to \$34.75.

\$19.74 for Women's Imported Polo Coats; soft face Vicuna
cloth, in white, tan, smoke, light blue and violet; a full and roomy
model, finished with wide notched collar and long revers; raglan
sleeves and deep novelty cuffs; two large patch pockets with
buttons on flap.

WOMEN'S SUITS & DRESSES.

\$19.74 for Tailor-made Suits, made of navy or black serge,
also of fine English mixtures in soft Spring colors. One model
is of Serge, cut in regulation lines, with notched collar and long
revers, that are edged with black satin, vestee of black and white
striped tulle, cuffs and two side pockets edged like collar,
coat lined with soft peau de cygne; the skirt has panel front and
inverted side pleat. The other model is made of fine mixtures,
strictly man-tailored with a short semi-fitted coat, notched
collar, and long revers of self material, plain coat sleeves, lined
with peau de cygne; skirt is the new close fitting model.
\$12.74 for Women's Cotton Voile Dresses, one-piece model,
made of fine mesh cotton voile, low neck and short sleeves,
entire blouse panelled with eyelet embroidery, imitation Baby
Irish and Cluny lace, draped skirt with lace bandings to match
the blouse, bottom finished with deep hem of coral, sapphire
or black chiffon, long sash to match.
Better qualities in stock. Suits up to \$189. Dresses up to \$274.

Misses' and Children's COATS & SUITS

\$13.74 for Misses' Party Frocks, one piece models, made of
sheer French batiste, with low cut neck and short sleeves, the
blouse elaborately embroidered in coral, black, light blue, pink or
green, finished with insertion of Val lace piped around neck and
cuffs matching the embroidery, skirt gracefully draped with deep
founce of embroidery and lace insertion to match the blouse;
upper portion of skirt finished with narrow tucks, broad mes-
seline girdle. Sizes 11, 16 and 18 years.
\$10.74 for Junior Misses' Coats, full length and semi-fitted
model, made of navy and cadet blue English serge, broad notched
collar of tan silk, more edged with red, plain regulation sleeves,
long revers, two side pockets. Sizes 13, 15 and 17 years.
\$4.96 for Children's Top Coats, double breasted model, loose
back, made of navy blue storm serge, notched collar and long
revers, regulation sleeves and three outside pockets. Coat
lined throughout with satin.
\$4.96 for Children's Sailor Suits, made of good quality navy
blue English storm serge, sleeves and cuffs trimmed with braid.
Sizes 6 to 14 years.

AN EXTRAORDINARY SALE OF FINE AMERICAN AND SWISS WATCHES

33 1-3 and 50% Under Macy's Usual Price.

GOLD-FILLED BRACELETS

\$2.50 and \$3.00 Values, Guar- \$1.59
anteed to wear for 10 years, \$1.59
From one of New England's most dependable manufacturers
of gold-filled jewelry comes a collection of Bracelets—the
greatest value of this kind we have had for some time.
They are oval in shape, of hollow wire, with joint and catch—
exact duplicates of solid gold patterns; chased and engraved
effects, English and rose gold finishes.
In our regular stock we have solid gold and platinum
Bracelets up to \$357.00

ROLLER SKATES

36c for our 49c Extension Roller Skates for children, fitted
with iron rollers, full heel strap.
79c for Extension Roller Skates, adjustable to any length or
width, fitted with steel rollers, either with narrow heel strap for
boy, or full heel strap for girl.
\$1.98 Ball Bearing Roller Skates, fully nickel-plated and
highly polished. Fitted with the best steel wheels, running on
ball bearings. Skate adjustable to any size.
Automobile Skates, two-wheel, nickel-plated, best quality steel,
ball bearing, rubber tire, adjustable to fit any shoe. Prices:
\$3.69, \$7.34 and \$8.94
Our Sporting Goods Department is prepared to equip
you completely for every Spring and Summer sport.
In sporting goods, just as in every other line of merchandise,
the Macy policy of keeping only strictly reliable qualities pre-
vails. Our prices speak for themselves.

MACY'S QUALITY HOSE

For the past year a great deal of advertising has
been done for guaranteed hose. Some is guaranteed
for three months, some for six months.

As you no doubt know, Macy's carry no hose guar-
anteed for any special period. Why? Because

**We guarantee each and every pair of
Hose bought from us to give, in wear and in
general satisfaction, everything that can
be expected of Hose at that particular
price.**

We do carry a stocking manufactured especially
for us called the "Ironex," "The Hose That Wears
Like Iron."

This Hose is advertised by the customers who
have purchased it at our counter. It is not a "guar-
anteed Hose" in any sense other than that in which
all our Hose is guaranteed. We do say that it will
wear as long or longer than any guaranteed Hose made
because its extra strength is due to splicing with real
Irish linen yarn, while all guaranteed hose are strength-
ened only by a few extra threads of cotton.

"Ironex" Hose is controlled
by us for the United States. It
combines the softness of fine cot-
ton, the wearing qualities of linen
and the shape-holding qualities
of Hose made over full-fashioned
frames. The soles, heels and toes
are reinforced with Imported
Irish Linen Yarn which gives this

THE HOSE THAT WEARS LIKE IRON

hose tremendous wearing qualities.
FOR WOMEN:
Cotton, Black and Tan, 24c
Cotton, with Split Sole, 29c
Out-Size, Cotton, in Black, 33c
Lisle, Black and Tan, 33c
Sheer Gauze, Silk Lisle Black, 48c
White, Tan, 48c
FOR MEN:
Cotton Hose, Black, Tan, 24c
Green, Cadet and Navy, 24c
Cotton Hose, in stock up to Macy's
English that will give you
FOR CHILDREN:
Cotton Hose, Black and Tan, 24c

WOMEN'S HOSIERY.

19c for Black Silk Lisle Hose, sheer and elastic. Seamless foot,
double heel and toes, size 8½ to 10½. Also Black Lisle Hose,
medium-weight full fashioned with double soles, heels and toes.
21c for Black Gauze Cotton Hose, full length and elastic with
garter tops, spliced selvage, double heels and toes; also imported
medium weight black Ingrain Cotton Hose, unbleached split feet,
fast color.
29c for Black Gauze Lisle Hose, double elastic welts, Herms-
dorf dye, double soles, heels and toes.
33c for Black Silk Lisle Hose, sheer and elastic. Extra sizes,
full fashioned foot and leg, double soles, heels and toes, sizes 8½
to 10½.
Women's Hose in great variety up to silk mesh at \$2.99.

RIGHTSHAPE FOOTWEAR.

"Equal rights for every toe."
All styles, shapes and sizes at typical Macy values.
A corps of courteous and efficient salespeople await
the customer in our extensive Shoe Department.

Misses' and Children's Extra-High-Cut Shoes, in patent
leather, black Russia and tan Russia calf, also black kid skin,
Goodyear welted soles:
\$2.49 for sizes 8 to 11 | **\$2.97 for sizes 11½ to 2**
\$3.49 for sizes 2½ to 5½
Misses' and Children's Regular Height Shoes, made of the
finest made patent leather, tan and black Russia calf, also black
vici with welted sole of best oak leather:
\$2.29 for sizes 7 to 11 | **\$2.89 for sizes 11½ to 2**
\$2.49 for sizes 2½ to 5½
Misses' and Children's Regular Height Shoes, of white Sea
Island canvas, welted soles:
\$1.49 for sizes 6 to 8 | **\$1.69 for sizes 8½ to 11**
\$1.98 for sizes 11½ to 2
Children's Button Shoes, in tan, Russia calf and black kid,
flexible soles, sizes 4 to 7. **\$1.49**
**Misses' and Children's "Rightshape" Instep-Strap Slip-
pers,** flexible soles, in patent leather and white kid:
\$1.19 for sizes 4 to 8 | **\$1.39 for sizes 8½ to 11**
\$1.69 for sizes 11½ to 2 | **\$2.19 for sizes 2½ to 5**
Children's "Rightshape" Instep-Strap Slippers, in pink
and blue kid:
\$1.19 for sizes 4 to 8 | **\$1.39 for sizes 8½ to 11**
Little Men's Black Calf Lace Shoes, solid oak leather sole;
size 10 to 13½ **\$1.98**

"OLD TOWN" CANOES & ROWBOATS

Just arrived a carload. Fifth Floor, Macy's.
The kind we exhibited to thousands of interested visitors at the
Sportsmen's Show, Madison Square Garden. Shipment consists
principally of the most popular models and sizes. The "Old
Town" Canoe is in a class by itself.
The Famous "Charles River" and "H. W." Models, C. S.
Grade:
15-foot at \$28.74 | 16-foot at \$30.74
17-foot at \$32.74 | 18-foot at \$34.74
The "Guide" Special Model, 18-ft., only **\$30.74**
The Famous "Otea" Model, 16-ft., only **\$36.74**
The "Ideal" Model, 16-ft., \$43.74; 17-ft. **\$45.74**
The "Sponsen" Model, 16-ft., \$45.74; 17-ft. **\$47.74**
Double End Row Boats, 16-ft. **\$40.74**
Sailing Canoe, 16-foot, with sail, mast, seat and step **\$39.74**

WEEK END CANDY SPECIALS

19c for "Ideal" Chocolates (Macy's), assorted, pound boxes
only, our regular price 25c a lb.
24c for Glace Nuts and Fruits assorted. In-pound boxes
only, our regular price 30c a lb.
29c for Imported Vienna Style Candies, filled with Chocolate
and Fruit, our regular price 49c a lb.
49c for "Perfection" Chocolates (Macy's), our best quality,
assorted in pound boxes only. Our regular price 59c a lb.
Easter Favors and Table Decorations are Ready
Specials—Nests of Colored Easter Eggs, made of wood, thirty-
six eggs in each nest; price \$2.97.

BONWIT, HARRIS & Co.

Broadway and 5th Ave., Corner 21st St.

Extraordinary Purchase

3,000 Silk Petticoats

The Maker's Entire Stock

ON SALE FRIDAY
Silk Jersey Petticoats.....
Messaline Silk Petticoats.....
Dresden Silk Petticoats.....
Fancy Taffeta Petticoats.....
Plain Taffeta Petticoats.....
2.95

Manufactured to retail for \$5, \$6 and \$7.

R. Altman & Co.

TAILOR-MADE SUITS AND DRESSES, IN-
CLUDING PARIS GOWNS; ALSO COATS,
WRAPS, ETC., IN NEW SPRING STYLES.

THE LATEST MATERIALS BEING EMPLOYED.

Fifth Avenue, 34th and 35th Streets, New York.

J. BAUMANN & BRO

FREE--10% of Your Purchase

We will give to all customers buying this week 10 per cent, of the amount of your
bill in merchandise, no matter how small your purchase may be.



\$1.00 Dresser in tulip oak, level blue mirror value \$18 \$11.95 This Entire
Cabinet in golden oak, level blue mirror " 16 10.95 Bedroom
Wardrobe in golden oak " " 9 5.98 Suite
Hoezer in Golden Oak, one seat " 250 1.15 (See illustration)
Chair in Golden Oak, one seat " 2 1.25
Bassinet, 24 x 36 x 45 and heavy fillers " 29 13.95
Mattress, soft top, A. C. A. ticking " 5 4.98
Spring, woven wire, very strong " 5 2.25
49.98
3 Rooms \$75 4 Rooms \$125 5 Rooms \$150
3 Furnished 4 Furnished 5 Furnished
WRITE for our NEW CREDIT TERMS
BOOKLET containing information regarding
our outfit. Mailed free.
We Pay Freight and Railroad Fare
84th St. & 3rd Ave.
OPEN SATURDAY EVENINGS
OUR LIBERAL CREDIT TERMS apply also to Long Island, New Jersey and Connecticut.
"L" STATION AT CORNER